



William Howard Taft — U n i v e r s i t y —

The W. Edwards Deming School of Business

Associate of Arts in Business Administration (AABA) Program

REV. 5-2010

CATALOG SUPPLEMENT

(A Non-Resident Independent Study Degree Program)

The University's School of Business is dedicated to the memory of W. Edwards Deming (1900-93), a consultant and academic scholar recognized as the father of the total quality management movement and a proponent of life-long learning.

This catalog supplement should be carefully reviewed in conjunction with the University's *General Catalog* by individuals considering application to the *AABA* program. Additional catalog supplements are available for other University degree programs.

Any questions on the information contained in this catalog supplement should be directed to the Admissions Office at the address or telephone numbers below:

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600 South Cherry Street, Suite 525
Denver, Colorado 80246

(877) 894-TAFT (8238)
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The Associate of Arts in Business Administration Program

OVERVIEW

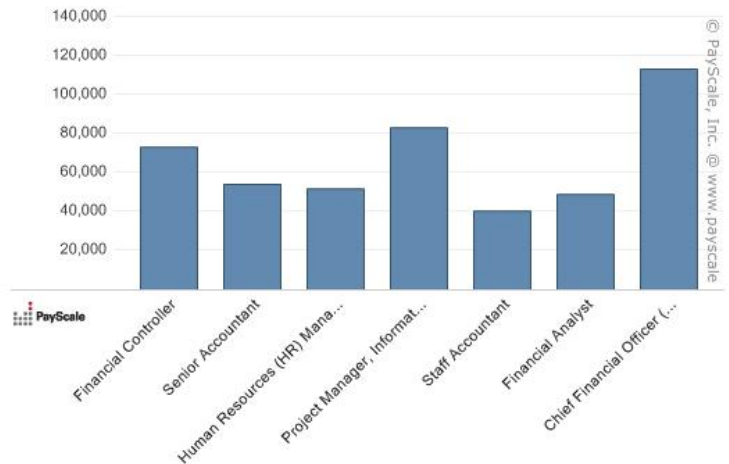
The *Associate of Arts in Business Administration (AABA) Program* hereinafter the *Program*, is a directed independent study undergraduate degree program. The objective of the *Program* is to develop educated business professionals. This is accomplished through the presentation of the technical and interpersonal skills necessary to obtain entry-level positions in the fields of business as supervisors, managers, accountants, controllers, or as independent business operators.

The *Program* provides students with broad-based perspectives on the application of the concepts and skills required in a modern business environment. Additionally, students gain the requisite general education knowledge through comprehensive courses in the study of the humanities, natural sciences, mathematics, social and behavioral sciences, and communications. The *Program* builds a broad understanding of the important elements of business management and administration while providing for a number of elective options.

Graduates of the *Program* will emerge with a recognized degree and a set of diverse and relevant skills that are applicable in the pursuit of administration, management, or entrepreneurial opportunities and growth. It gives a basic knowledge of skills that allow a student to work nearly anywhere a business has a need. The AABA Degree is also a great starting point for people who eventually want to specialize in a certain business area and perhaps go on to earn a Bachelor's and Master's Degree.

Business study prepares job seekers for a range of careers. In general, the outlook for employees who have business degrees is outstanding because when looking for managers and supervisors, most companies prefer to promote employees who have degrees. This is because the degree provides a wide variety of business skills that can be used in a variety of areas throughout a company.

Salary.com, www.salary.com, uses a number of calculators to predict salary potential. Top executives in the United States are some of the highest paid in the world and can earn hundreds of thousands, up to millions of dollars per year.



PRESENTATION

The *AABA Program* utilizes a directed independent study modality and requires no classroom attendance. The *Program* is 60 semester units with 24 units required in general education, 30 units in required business foundation courses, and 6 units of elective business courses.

The *Program* is presented on a trimester basis. Each trimester consists of a minimum time period of 16 weeks from the date study commences. Completion of assignments within this time period is at the discretion of the student. There are no assignments that must be submitted on a weekly or monthly schedule.

Each course is 3 semester units (with the exception of *BUS 499 – Comprehensive Business Plan*, which is 6 semester units). Each course contains a series of lesson assignments generally consisting of reading assignments supplemented occasionally by various multimedia. Students are tested through objective examinations and written projects.



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PRESENTATION - *concluded*

Students are generally enrolled in 12 units (4 courses) each trimester. Students not completing all trimester coursework in 16 weeks will be granted an extension of time (not to exceed 48 weeks) to complete the requirements of the trimester. Students may take a leave-of-absence between trimesters. Except in special circumstances, the entire degree program must be completed within 5 years of matriculation.

The University's independent study modality recognizes that education is an individual process where individuals with different learning needs and study schedules can be accommodated. It emphasizes learning that is meaningful, where individuals enjoy the learning process, and acquire knowledge to better understand and manage their own careers.

The *Program's* Faculty Mentors support the student's independent-study learning role by guiding and stimulating the learning process in one-on-one interaction. Our faculty mentors recognize individual learning styles and needs, encourage one-on-one contact, and emphasize the relevance of the material to the individual's situation.

LEARNING OUTCOMES

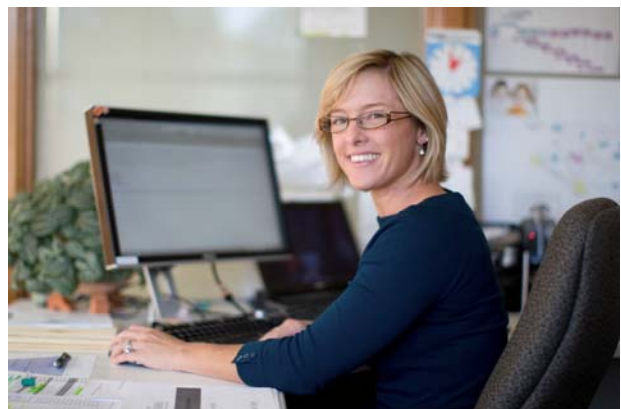
General Education Learning Outcomes:

Students will demonstrate the ability to:

- Assess personal, professional, social and civic values through application of the methods, and theories of the social sciences.
- Apply mathematical principles to solve problems and communicate quantitative information.
- Demonstrate precision in writing skills through coherent thought processes, and logical organization.
- Employ critical thinking skills in the analysis, evaluation, and assessment of issues and problems.
- Analyze the role of diversity, ethics, and values in personal and professional actions.
- Employ technology in researching, synthesizing and communicating information.

Business Foundation Learning Outcomes:

- **Business and Management/Administration:** Students will demonstrate application of knowledge in the following broad-based areas: business management, accounting, marketing, economics, organizational behavior, and finance.
- **Ethics and Social Responsibility:** Students will demonstrate the ability to evaluate ethical issues and recognize business related legal issues. Students will also demonstrate an ability to identify the connections between business and community and make socially responsible and environmentally sustainable choices when incorporating business operations and strategy.
- **Collaboration and Communication:** Students will demonstrate the ability to communicate effectively in a variety of modalities. Students will demonstrate an understanding of how to effectively manage individuals and teams in the business environment, and explain the traits and actions of effective leaders.
- **Technical Competence and Problem Solving:** Students will demonstrate an understanding of the use of information systems to gather data, assess information, and formulate meaningful reports to make effective business decisions. They will demonstrate an understanding of the concepts involved in identification of business-related problems and how to make appropriate recommendations based on sound reasoning and analysis, with sensitivity to stakeholder interests.





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ADMISSION POLICIES AND PROCEDURES

Applicants must provide verification of High School graduation, GED, or the equivalency. AABA students may apply to transfer up to 45 semester units (Transfer Credits) from comparable courses completed at other appropriately accredited institutions. A minimum GPA of 2.0 is required for transfer credits.

Students enter the *Program* as pre-business students. They retain that classification until they are admitted to the AABA program. The AABA degree is granted to those students who achieve AABA admission and fulfill all degree requirements.

AABA admission requires that credit be earned for a minimum of 3 required Foundation courses with a minimum grade point average of 2.25. Those who do not achieve AABA admission after completion of 27 semester credits applicable to the degree are placed on academic probation for a maximum of one trimester to complete the requirements for AABA admission. Students who do not successfully gain admission to the BSBA program will not be able to complete the AABA degree.

Applicants whose native language is not English must receive a minimum score of 500 on the paper-based Test of English as a Foreign Language (TOEFL PBT), or 61 on the Internet Based Test (iBT), or 6.0 on the International English Language Test (IELTS). Transcripts not in English must be evaluated by an appropriate third party and translated into English or a trained transcript evaluator fluent in the language on the transcript. For more information on TOEFL visit the website: www.ets.org/toefl.

If the applicant is accepted for admission to the *Program*, enrollment materials will be prepared and sent to the applicant for review and signature.

DEGREE REQUIREMENTS

To earn the *AABA Degree*, a student must complete 60 units total with a cumulative grade point average of at least 2.00. The requirements must be completed within five years from the date of initial enrollment.

HOW TO ENROLL

To apply for admission to the *Program*, an applicant must first complete the University's Online *Application for Admission* Form along with the required \$40.00 application fee. The application form is accessed at the University website. A \$55 transfer credit evaluation fee is assessed for students wishing to transfer credits for comparable courses taken at other approved institutions. Official transcripts will be required for courses approved to transfer into the *Program* within 60 days of enrollment.

FINANCIAL INFORMATION

The tuition for the *Program* is \$225.00 per unit. Current information on financial aid is set forth on the University's website. Enrollment in the *Program* will generally qualify students for payment deferrals on existing federally insured student loans. Applicants seeking deferrals on existing student loans should check with their lenders prior to enrollment.

All payments submitted for tuition and fees must be payable in U.S. dollars by MasterCard®/Visa®/American Express® or personal/business check.





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FEE SCHEDULE

Application Fee	\$40.00
Transfer Credit Evaluation Fee	\$55.00
Portfolio Credit Evaluation Fee	\$100.00
Registration Fee <i>(Per Trimester)</i>	\$50.00
Graduation Check/Diploma Fee	\$75.00
Computer Library Fee <i>(Per Trimester)</i>	\$45.00
Administrative Accounting Fee <i>(Per Trimester)</i> <i>(Installment Payment Option Only)</i>	\$25.00
Transcript Fee <i>(Two Provided at No Cost)</i>	\$10.00
Returned Check Fee	\$25.00

The cost of books and materials, other than each course syllabus, is not included in the tuition. Most books and materials may be purchased at local colleges, retail bookstores, directly from publishers or over the Internet. The cost is estimated to average approximately \$125.00 per course.

FACULTY

The University employs faculty qualified to undertake the level of instruction or course development that they are assigned. They possess degrees or credentials appropriate to the degree program and level they teach. A complete listing of faculty and their qualifications is set forth in a separate *Catalog Supplement*.

TRANSFER CREDIT, PORTFOLIO CREDIT AND CREDIT BY EXAM

Subject to the limitations of state and accreditation regulations and academic comparability, students may apply to have credit awarded through completion of:

- **Transfer Credit:** Transfer credit toward a degree may be awarded for postsecondary courses completed by the student at other institutions if such courses are found to meet the standards and requirements of the specific program. Transfer credit must be from an appropriately accredited institution.

- **Portfolio Credit:** A demonstration of college-level learning to earn course credit for professional and life experience. Credit may be given for adequately documented and validated experiential equivalent learning of a postsecondary nature. Examples include credit for learning acquired through business experience, college level equivalent tests, achievement in a related profession, or other postsecondary level equivalent experience. Students with prior military experience may also apply to have military coursework and documentation evaluated for possible equivalent college credit.
- **Credit by Exam:** (CLEP, and DANTES Exams) A maximum of 45 units may be awarded for transfer credit or a combination of transfer credit, credit by exam and portfolio credit. For no student, however, may the credit given for portfolio credit and credit by exam exceed 15 units. Official transcripts will be required for courses approved to transfer into the *Program* within 60 days of enrollment. A minimum GPA of 2.0 is required for transfer credits.

A \$55 transfer credit evaluation fee is assessed for students wishing to transfer credits for comparable courses taken at other approved institutions. A \$100 portfolio credit evaluation fee is assessed for students wishing to apply experiential equivalent learning toward the program.





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ANSWERS TO THE MOST FREQUENTLY ASKED QUESTIONS

1. Q. How long does it take to complete the Program?

A. The University's commitment to the Accrediting Commission of the Distance Education and Training Council precludes any student graduating from a University degree program in less than one year. Students may take as long as five years to complete the *Program*.

2. Q. Will you accept transfer credits from other Undergraduate Programs?

A. Yes, students may transfer up to 45 semester units from comparable coursework completed at approved institutions. Applicants seeking transfer credit should include complete information on prior graduate studies at the time of application. A *Transfer Credit Form* is available to download from the University website.

3. Q. I don't have a lot of computer knowledge. Will I have difficulty completing the assignments?

A. Computer requirements are detailed in the *General Catalog*. Basic knowledge of Microsoft Windows® and Word® is necessary to complete the assignments. Internet access is necessary to utilize the learning platform. An e-mail address is necessary to effectively communicate with University personnel and fellow students. If you have no computer experience, enrollment in one-day courses in Windows®, Word®, and the Internet, will provide the necessary computer skills to complete the assignments.

4. Q. I'm not sure I want to complete the entire Program; can I take just one course rather than enroll in the entire Program?

A. No. Students are enrolled in an average of 12 units each trimester. However, a student who elects not to complete the *Program* or enroll in additional trimesters has no financial obligation to the University beyond the current trimester.

5. Q. How soon can I get started?

A. The University maintains open enrollment throughout the year. Applications are reviewed weekly and most students commence study within three weeks from the date of application. Trimesters start on the 15th of every month.

6. Q. What financial aid and tuition financing alternatives are available?

A. Many students are eligible for financial aid through employer tuition reimbursement programs and/or the University's *Partners in Professional EducationSM (PIPESM) Program*. The University also offers a short-term payment plan that permits students to pay tuition on an installment basis. This generally requires an initial payment equal to 30% of the tuition with the balance paid, depending on the program, over a term of five to twelve months.

7. Q. Is there ever a need to attend a physical class?

A. No. Academic and administrative procedures are carefully designed so that students can complete all requirements for graduation entirely online without unreasonably disrupting their professional or family lives. Students may elect to take examinations at over 250 approved testing sites. If a testing site is not convenient to a student, procedures are in place for the student to nominate a proctor.

8. Q. Will I need to complete courses pursuant to a rigid timetable?

A. No. Each trimester must generally be completed in not less than 16 weeks nor more than 48 weeks. However, completion of assignments within this time period is at the discretion of the student. Except in special circumstances, the entire *Program* must be completed within five years from the date of matriculation.

9. Q. Will credits earned in this program transfer to another institution?

A. The acceptance of transfer credits between academic institutions lies within the discretion of the receiving college or university. Credits earned at William Howard Taft University may or may not be accepted by another institution depending upon its own programs, policies, and regulations.



The Associate of Arts in Business Administration Program

CURRICULUM AND COURSE DESCRIPTIONS

Program requirements and course prerequisites are outlined in the table below. Unless a specific prerequisite is identified, all 100 and 200 level courses may be taken in any order.

GENERAL EDUCATION COURSES

Required Gen Ed Courses		24 credits required from the following	Prerequisites
GE 100	Developmental English	Required	
GE 105	Fundamentals of Psychology	Required	
GE 110	Fundamentals of Sociology	Required	
GE 115	Fundamentals of Math	Required	
GE 120	English Composition I	Required	
GE 121	English Composition II	Required	GE 120
GE 130	Fundamentals of Speech Communication	Required	
GE 210	Applied Ethics	Required	

REQUIRED FOUNDATION COURSES

Required Foundation Courses (All required - 30 credits)		30 credits required from the following	Prerequisites
ACC 200	Accounting I	Required	GE 115
ACC 201	Accounting II	Required	ACC 200
BUS 100	Fundamentals of Business	Required	
MKT 105	Fundamentals of Marketing	Required	
BUS 110	Organizational Behavior	Required	
BUS 115	Fundamentals of Management	Required	
BUS 200	Business Ethics	Required	
FIN 210	Fundamentals of Finance	Required	
BUS 220	Business Communication	Required	GE 130
BUS 230	Business Math	Required	GE 115



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ELECTIVE FOUNDATION COURSES and BUSINESS PLAN

Elective Foundation Courses		6 credits required from the following	Prerequisites All 100 and 200 level courses
ACC 410	Cost accounting	Elective	
ACC 415	Financial Accounting	Elective	
ACC 420	Managerial Accounting	Elective	
ACC 430	Introduction to Taxation	Elective	
BUS 300	Business Research	Elective	
BUS 330	Human Relations in Business	Elective	
BUS 340	Business Information Systems	Elective	
BUS 350	Human Resource Management	Elective	
BUS 360	Customer Relationship Management	Elective	
BUS 370	Business Law	Elective	
BUS 380	Leadership in Organizations	Elective	
BUS 390	Entrepreneurship	Elective	
BUS 395	Strategic Management	Elective	
BUS 400	Quantitative Methods	Elective	
BUS 405	Fundamentals of Macroeconomics	Elective	
BUS 406	Fundamentals of Microeconomics	Elective	
BUS 410	Operations Management	Elective	
BUS 499	Comprehensive Business Plan (6 units)	Elective	





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CURRICULUM AND COURSE DESCRIPTIONS

General Education Courses

GE 100 Developmental English

This course will help students with varying needs excel at becoming stronger, more consistent and more creative writers. Included with every new copy of the accompanying text is an innovative CD featuring 55 audio and animated "mini-lectures" on key writing and grammar topics, to help students master the concepts.

GE 105 Fundamentals of Psychology

This course helps students understand why other people do the things they do and helps them better understand themselves and their reactions to other people. It explores how the brain and body are connected, how to improve learning abilities and memory, and how to deal with the stresses of life, both ordinary and extraordinary. Using the APA undergraduate psychology learning outcomes, this course presents comprehensive coverage of key research.

GE 110 Fundamentals of Sociology

This course presents a rich and practical examination of sociological theory. The course examines three main perspectives -- functionalism, symbolic interactionism, and conflict theory -- and applies them throughout. Students explore the "stories" behind sociological ideas and the individuals who developed them, to help view sociology as an intellectual community of ideas across space and time.



GE 115 Fundamentals of Math

This course encourages students to see and interpret the mathematics that appears every day by using a wide variety of examples and exercises to connect the mathematical content with the real world. Students will study topics from whole and fractional numbers to statistics and algebra.

GE 120 English Composition I

This course introduces students to the basics of composition, grammar and provides clear explanations of the writing process, critical thinking, and argument. It provides the latest documentation guidelines in MLA, APA, Chicago, and CSE styles.

GE 121 English Composition II

This course illustrates that good research and lively writing do not have to be mutually exclusive. Students are encouraged to find ways to bring their writing to life, even though they are writing with "facts." Full explanations of the technical aspects of writing and documenting source-based papers help students develop sound research and analysis skills.

GE 130 Fundamentals of Speech Communication

This course is designed to introduce students to the basics of the skills and competencies of speech communication.

GE 210 Applied Ethics

This course examines various ethical theories and ties them to contemporary ethical issues in a format that allows students to engage the subject matter through application of those theories and concepts. Students are presented with various ethical debates on important social issues through paired readings in a "pro-con" format. Topics cover the death penalty, abortion, homosexual relations, animal rights, and terrorism, allowing students to formulate their own judgments about controversial issues and engage them to consider the implications of various ethical theories for questions about free will, just desserts, and the nature of ethical behavior.



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Required Foundation Courses

ACC 200 Accounting I

This is the first of 2 courses that introduce students to the comprehensive components that constitute managerial and financial accounting. Students will examine and be able to prepare financial statements, budgets, and employ accounting data in making strategic and managerial business decisions.

ACC 201 Accounting II

This course follows *ACC 200 Accounting I* with topics in financial analysis, costing, and performance evaluation.

BUS 100 Fundamentals of Business

This course introduces students to fundamental business concepts, the business environment, forms of business, management, marketing and the principles of business finance.

MKT 105 Fundamentals of Marketing

This course will examine how to create customer value, target the correct market, and build customer relationships. The changing nature of consumer expectations means that marketers must learn how to build communities in addition to brand loyalty. Today's marketing challenge is creating vibrant, interactive communities of consumers who make products and brands a part of their daily lives. Students will explore how to create value and gain loyal customers.

BUS 110 Organizational Behavior

This course examines organizational theory and application. It provides a comprehensive review of individual, group, and organizational performance in relation to organizational structures in contemporary business settings.

BUS 115 Fundamentals of Management

This course introduces students to management philosophies in today's changing world. It includes globalization, ethics, diversity, customer service, and innovation from a managerial perspective.

BUS 200 Business Ethics

This course explores the theoretical background of ethics, ethical decision making, relationships between businesses and stakeholders, ethical issues relating to the firms interaction with the natural environment, health care, and ethical issues related to information technology, strategic planning, and corporate culture. Students will consider the positive consequences of ethical behavior, and the negative consequences of unethical behavior.

FIN 210 Fundamentals of Finance

This course explores the concepts, techniques and tools used for financial decision-making including capital structure planning, financing decisions, working capital management and financial management for global corporations.

BUS 220 Business Communication

This course explores the fundamentals of communications that apply to the business setting. Particular focus is given to the writing process, crafting effective brief messages, messages for electronic media, reports and oral presentations, and employment messages.

BUS 230 Business Math

This course links mathematics with real business practices in real businesses, and gives students a better appreciation for and understanding of the concepts that are vital in the business world. Topics include banking, business statistics, trade and cash discounts, markups and markdowns, payroll, consumer credit, mortgages, insurance, taxes, and stocks and bonds.





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Elective Foundation Courses:

ACC 410 Cost Accounting

This course presents the most current practice and theory, and reaches beyond cost accounting procedures to consider concepts, analyses, and management. Professional issues related to Management Accounting and Management Accountants are emphasized. Topics cover the accountant's role in the organization to performance measurement, compensation, and multinational considerations.

ACC 415 Financial Accounting

This course emphasizes the ideas and practices followed by today's business entrepreneurs when developing and implementing accounting information in the preparation of financial reports to external parties. Students gain insights into the application of accounting and accounting principles as they relate to a company's performance and valuation.

ACC 420 Managerial Accounting

This course explores accounting as it applies to the internal managerial decision making process. Students will examine the process of identifying and applying forward-looking accounting information to plan, evaluate and control a corporate entity.

ACC 430 Introduction to Taxation

This course introduces students to the major concepts, updates and mandates in federal taxation. Topics include tax research, partnerships, S corporations, tax returns, administration procedures, and U.S. taxation of foreign-related transactions.

BUS 300 Business Research

This course provides students with comprehensive coverage of the research experience as it relates to business topics. Managerial decision making is the underlying theme, and topics are presented to allow students to thoroughly explore business research functions. Students will complete an in-depth business research project as a part of this course.

BUS 330 Human Relations in Business

This course focuses on human relations issues and competencies relevant to today's work environment, taking a two-pronged approach that improves interpersonal skills by first presenting basic concepts and then by facilitating skill development and self-assessment.

BUS 340 Business Information Systems

This course introduces students to the fundamentals of management information systems (MIS) and how people use information systems to solve business problems and satisfy business objectives. It explores personal, workgroup, and enterprise management information systems.

BUS 350 Human Resource Management

There is no greater asset to a company than its employees. In this course, students evaluate how to maximize a firm's potential through identifying and keeping an ideal workforce through the world of human resource management. Topics include HR business ethics, social responsibility, legal considerations, staffing, human resource development, performance management and appraisal, compensation, employee and labor relations.

BUS 360 Customer Relationship Management

This course emphasizes the importance of customer contact centers, the multiple channels used to communicate effectively with consumers, and why they are so valuable to a company's bottom line. Students explore multi-channel contact center strategies including all forms of customer contact, such as: voice, email, fax, Web and more. Students evaluate how customer service experiences impact consumer behavior and purchasing plans, and assess numerous lists, charts, and calculations that can be used to determine customer relationship management effectiveness.

BUS 370 Business Law

In this course, students will explore both the contracts and the regulatory material that is crucial for business law professions. Topics include business decisions, online commerce & Internet law, business ethics, international law, non internet-related legal issues, and landmark cases which highlight the most important cases and statutes that have shaped the law in the United States.



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Elective Foundation Courses concluded:

BUS 380 Leadership in Organizations

Effective leadership is the cornerstone of any business venture. Much research has gone into discovering how people lead effectively, and many executives want to know how to turn this research toward their advantage. This course addresses both the theoretical and the practical side of leadership and provides practical advice for business leaders.

BUS 390 Entrepreneurship

This course introduces students to the process of entrepreneurial success and shows them how to be effective every step of the way. Topics include recognizing opportunities and generating ideas, feasibility analysis, writing a business plan, industry and competitor analysis, developing an effective business model, preparing the proper ethical and legal foundation, assessing a new venture's financial strength and viability, financing and funding, unique marketing issues, intellectual property, and strategies for growth.

BUS 395 Strategic Management

This course presents students with the concepts they will need to know to form business policy and strategy. Emphasis is placed on sustainability, strategy formulation, strategy implementation and control, and the strategic concepts students will need to know as we face future environmental issues including, climate change, global warming and energy availability.

BUS 400 Quantitative Methods

This course provides a simple and practical introduction to an area that students can find difficult, avoiding excessive mathematics and abstract theory. It shows how to apply quantitative ideas to the real problems faced by managers, and includes numerous exercises and examples that help students understand the relevance of quantitative ideas to business.

BUS 405 Fundamentals of Macroeconomics

This course provides an analytical approach to macroeconomics using the latest policy and data. Students are encouraged to think like economists through the application of concepts to today's events, news, and research. Topics include macroeconomic trends, fluctuations, and policy. Students explore economic growth, finance, saving and investment, inflation, the exchange rate and the balance of payments, aggregate supply and aggregate demand, unemployment, fiscal and monetary policy, and international trade policy.

BUS 406 Fundamentals of Microeconomics

In this course, students analyze the latest concepts in microeconomic theory. Topics include how markets work, firms and markets, market failure and government, factor markets, inequality, and uncertainty. Students explore demand and supply, elasticity, efficiency and equity, government actions in markets, global markets, utility and demand, production output and costs, competition, oligopoly, and economic inequality.

BUS 410 Operations Management

This course provides students with a comprehensive framework for addressing operational process and supply chain issues to create value through operations management. Topics include competing with operations, project management, process strategy, process analysis, quality and performance, capacity planning, constraint management, lean systems, supply chain design and integration, inventory management, forecasting, operations planning and scheduling, and resource planning.

BUS 499 Comprehensive Business Plan (6 units)

Students taking this course will develop a comprehensive business plan for a real or fictitious business. Working from knowledge gained through completion of prior courses and with the guidance of the instructional faculty, students will develop and refine a plan that includes the major components: the executive summary, business, market analysis, financing, and management.

